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Zlatko Rihter appointed new President/CEO for CellaVision

The Board of CellaVision has appointed Zlatko Rihter as CEO of CellaVision. Zlatko Rihter has extensive experience in the international medical technology industry through various senior executive positions in the areas of business development, sales, marketing, research and IT. Currently Zlatko Rihter serves as Executive Vice President and head of global sales and marketing at Origio A/S.

After an initial career in the medical technology industry in business development and innovation Zlatko Rihter has in the past ten years focused on the commercial side. His experience includes senior executive positions in global business and product divisions at ArjoHuntleigh (Getinge) and Gambro where he was the president of EMEA Sales for 2012-2013. Zlatko Rihter's most recent position is as Executive Vice President of Origio A/S with the responsibility of worldwide marketing and sales, with \$ 120 million in sales and 200 employees spread over 15 subsidiary offices. Zlatko Rihter is M. Sc. Mechanical Engineering from Lund University with studies in financial economics from Lund University.

"We are very pleased to welcome Zlatko Rihter in the role of CEO at CellaVision" says Lars Gatenbeck, Chairman of the Board at CellaVision. "Zlatko Rihter's deep and extensive experience from the medical technology industry and his exceptionally broad strategic and international business background make him a perfect fit for this role. Together with CellaVision's strong management team he can take the company to the next phase of its development with continued strong expansion and diversification of its business."

"Yvonne Mårtensson has done a fantastic job during her sixteen years as CEO at CellaVision. Under her leadership CellaVision has evolved into a global medical technology company and a world leader in its field, digital microscopy of Hematology." adds Lars Gatenbeck.

"I'm excited to take on the responsibility of CellaVision, a well-managed and prosperous company with a good reputation. As the new president, I look forward to working with CellaVision's strong team and based on today's successful core business developing the company to a new level." says Zlatko Rihter

Zlatko Rihter starts his assignment as CEO for CellaVision no later than February the 1st 2015, succeeding Yvonne Mårtensson which, according to previous information, is leaving CellaVision.

The Board would like to thank Yvonne Mårtensson who has been the CEO of CellaVision since 1998.

Lars Gatenbeck

Chairman of the Board

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About CellaVision

CellaVision is an innovative, global medical technology company that develops and sells its own leading systems for routine analysis of blood and other body fluids in health care services. The analyses often constitute important reference data for fast and correct diagnosis of illnesses, for example of infections and serious cancers. CellaVision's products rationalize manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. The company has leading-edge expertise in image analysis, artificial intelligence and automated microscopy. In 2013 sales were SEK 180 million and sales continue to increase, with a growth target of at least 15 % per year over an economic cycle. CellaVision's registered office is in Lund and the company has subsidiaries in the USA, Canada and Japan. The share is listed on the Nasdaq OMX Stockholm, Small Cap list. Read more at www.cellavision.com.